GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:115
ANSWERED ON:07.12.2015
Low Cost Tourist Destination
Patil Shri A.T. (Nana)

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has taken any measures to make India a low cost tourist destination with modern infrastructure and other basic amenities in the tourism sector;
(b) if so, the details thereof; and
(c) the steps taken by the Government to explore the huge potential in tourism sector in order to enhance the foreign exchange earnings and job creation in tourism sector?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (c): A Statement is laid on the Table of the Sabha.

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STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO.*115 ANSWERED ON 07.12.2015 REGARDING LOW COST TOURIST DESTINATION.
(a) & (b): The Government of India has taken following measures to make India a low cost destination with modern infrastructure and other basic amenities in tourism sector:

i) Stimulus to approve low cost accommodation like Bed & Breakfast units and guest houses.
ii) Revision of the e-Tourist Visa (e-TV) fee in four slabs of 0, US $25, US $ 48, and US $60 from November 3, 2015. Earlier, e-TV application fee was US $ 60 and bank charge was US $ 2 which was uniform for all the countries. Bank charges have also been reduced from US $ 2 to 2.5 % of the e-TV fee.
iii) With the objective to reduce the marketing cost of Foreign Tour Operators in developing and selling tour packages to India, the Ministry of Tourism through its India Tourism Offices overseas provides financial support in form of 'Brochure Support' for producing exclusive India tour package brochures. The India Tourism Offices overseas also undertake Joint Promotions and Joint Advertising with Foreign Tour Operators /travel agents/wholesalers, and Airlines, etc.
iv) Extending rewards under Service Exports from India Scheme (SEIS). The SEIS provides for rewards to all Service providers of notified services, who are providing services from India, regardless of the constitution or profile of the service provider. The rewards provided to Tourism and Travel related services under SEIS are as follows:
<pre>
a. Hotel 3%
b. Restaurants (including Catering) 3%
c. Travel Agencies and tour operators services 5%
d. Tourist guides services 5%
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v) In pursuance of the budget announcement 2014-15, the Ministry of Tourism has launched two new plan schemes (i) "National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD)" and (ii) "SWADESH DARSHAN". Both the schemes are to be implemented in mission mode. Developing world-class infrastructure in the respective destinations/circuits is one of the mission objectives of the schemes.

(c): The steps taken by the Government to explore the huge potential in tourism sector in order to enhance the foreign exchange earnings and job creation in tourism sector inter alia include:

(i) Launch of e-tourist visa schemes now available for citizens of 113 Countries.
(ii) Promotion of the destination through the Incredible India campaign across the globe.
(iii) Participation in major International Tourism & Travel Fairs & Exhibitions.
(iv) Organising Road Shows to promote tourism destinations and products of country in major tourist source markets in collaboration with stake holders.
(v) Development and promotion of "Niche Tourism" products.
(vi) Organising International Buddhist Conclave once in 2 years to show case the Buddhist Heritage and International Tourism Mart for showcasing the tourism potential of North East being held every year.
(vii) Creating an increased pool of trained man power in Hospitality & Tourism sectors for delivery of quality service to the tourist.
(viii) The Government of India, Ministry of Tourism launched a special initiative, called Hunar Se Rozgar Tak (HSRT), in the year 2009-10, for creation of employable skills amongst youth specific to Hospitality and Tourism Sector. The HSRT now offers training in

following fields:

(a) Food production, food and beverage services, housekeeping and bakery.
(b) Training to provide driving skills.
(c) Enabling dispensations are also available for training to:
â€¢ revive the languishing skill of heritage conservation and stone masonry;
â€¢ impart skills to befit a Golf Caddy;
â€¢ impart skills in skin care & spa therapy;
â€¢ Tour Assistants, Transfer Assistants and Office Assistants.
â€¢ bring up :

- Escorts and volunteers to accompany/guide tourists on identified Heritage Walk Stretches,
- Tourist Facilitators,
- Security Guards,
- Event Facilitators.

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